



SUBJECT DATASHEET

DIGITAL AND ONLINE VISUAL COMMUNICATION

BMEGT43M162

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

DIGITAL AND ONLINE VISUAL COMMUNICATION

ID (subject code) BMEGT43M162

Type of subject

class

Course types and lessons

<i>Type</i>	<i>Lessons</i>	<i>Type of assessment</i>	<i>Number of credits</i>
Lecture	4	exam	
Practice	0		
Laboratory	0		
		5	

Subject Coordinator

Name *Position* *Contact details*

Dr. Gács Anna associate professor gacs.anna@gtk.bme.hu

Educational organisational unit for the subject

Department of Sociology and Communication

Subject website

<https://edu gtk.bme.hu>

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **Communication and Media Studies Master's Programme - Digital media specialisation (from 2018)**

Subject Role: **Compulsory for the specialisation**

Recommended semester: **2**

Programme: **Communication and Media Studies Master's Programme - Communication design specialisation (from 2018)**

Subject Role: **Elective for the specialisation**

Recommended semester: **0**

Programme: **Communication and Media Studies Master's Programme - Visual communication specialisation (from 2018)**

Subject Role: **Elective for the specialisation**

Recommended semester: **0**

Programme: **Communication and media science Master's Programme - Digital media specialisation (from 2016)**

Subject Role: **Compulsory for the specialisation**

Recommended semester: **3**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580251/13/2023 registration number. Valid from: 29.03.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The flagship medium of any organizational communication activity is, at least in part, the digital and possibly online platform, the defining interface of which is visual. The aim of the course is to acquaint students with the features, communication requirements and limitations of this platform, both on a theoretical level and from a practical point of view of user and creator.

Academic results

Knowledge

1. Knows the most important factors of the social, structural, economic and political processes determining the field of communication and media
2. Knows the connections between communication and culture, the various levels of manifestations of this connection and their consequences in the context system of social communication.

Skills

1. She is capable of a thorough and detailed analysis of the facts discovered at the communication levels and arenas learned during her theoretical and practical work and of the connections that can be extracted from the results.
2. In the field of communication and media research, she is able to make realistic value judgments based on the processed information and formulate independent proposals based on the conclusions that can be drawn from them
3. During her professional vocabulary, she confidently uses the vocabulary of the profession, the basic scientific concepts of the profession, and the elements of the special vocabulary set based on them.

Attitude

1. Capable of learning communication skills and their continuous development, self-reflection in relation to your abilities in this area

Independence and responsibility

1. Once in a professional work community, she is able to perform and manage complex tasks in accordance with the professional expectations there
2. She assumes responsibility for the professional texts she prepares in her native language and in a foreign language, and is aware of their possible consequences.

Teaching methodology

The classes are partly used to work on the theoretical literature. For the rest of the time, classes are to give opportunity to present and jointly analyze practical tasks based on independent student work. Students' work is aided by consultations.

Materials supporting learning

- Tankönyvek, jegyzetek, letölthető anyagok – Books, notes, downloadable materials
- A kurzus fókuszában álló témahez kapcsolódó és a tantárgy céljaihoz illeszkedő szakirodalomról és további tanulástámogató anyagokról a kurzus oktatója gondoskodik, és teszi azokat elérhetővé a hallgató számára (edu gtk.bme.hu).
- Literature and additional learning support materials related to the topic that is the focus of the course and relevant to the objectives of the subject are provided by the course instructor and made available to the student (edu gtk.bme.hu).

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Assessment includes class work, preparation for class, and assessment of the independent task.

Performance assessment methods

In connection with the elements taken into account in the assessment, the course instructor informs the students in time about the assessment aspects and their descriptors.

Percentage of performance assessments, conducted during the study period, within the rating

- classroom activity: 10
- consultation: 20

Percentage of exam elements within the rating

- Exam: 70

Conditions for obtaining a signature, validity of the signature

Aktív részvétel az órákon.

Issuing grades

Excellent	96
Very good	90-95
Good	77-89
Satisfactory	64-76
Pass	50-63
Fail	< 50

Retake and late completion

Retakes and make-ups are regulated by the University's Code on Education and Examination

Coursework required for the completion of the subject

classes	56
preparation for classes and consultation	24
preparation for exam	70
total	150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Visual tools in digital communication; The "Visual Turn"; Online and offline tools for visual design; Portfolio and campaign design; Anthropology of visual information processing; Visual design and participation; Professionalism in visual creative industry

Additional lecturers

Approval and validity of subject requirements